



Challenge & Solution

Sampling Program Makes Impact on Retail Shelf, Boosts Sales for Languishing Product

With a lack of retail movement, a new skin care product would soon be delisted. Its manufacturer engaged **SeniorTalk** to design a program that would drive retail traffic, strengthen the company's position in the retail channel, and help maintain its shelf presence.

Sampling Program Impacts Retail

Before contacting us, the manufacturer attempted a direct-to-consumer campaign using their existing agency and commercially available rental lists. Despite integration of the DTC campaign with print and broadcast ads, its execution resulted in lackluster coupon redemption. Client needed improvement as quickly as possible, and we produced and delivered a custom-designed package to 1.3 million leads from our database within 6 weeks.

With the focus being to have an immediate and noticeable impact on the retail shelf, we advised that a shared mailing be undertaken to reduce the total cost of the project. We found a non-competitive partner, who had also recently launched a product line in the incontinence aisle and needed to increase retail movement. The cover letter explained that the two manufacturers had news to share about their new products and that both were available at retail.

The mailing also contained a product sample that required hand-inserting. Through our extensive supplier network, **SeniorTalk** identified sheltered workshops that performed the inserting of 1.3 million samples in record time and within budget.

As a result of the mailing, coupon redemption exceeded 6 percent for the manufacturer, and the trial rate was greater than 14 percent, as determined by our post-mailing surveys. For the non-competitive partner, the 8 weeks following the mailing represented the only increase in sales for that line, as reported by Nielsen and IRI.

By targeting 1.3 million leads from our database with a mailed trial package, **SeniorTalk** was successful in driving retail sales, generating a 14 percent trial rate and helping the client maintain retail positioning for its product.